

ANDY TAYLOR

CHIEF CREATIVE OFFICER

PERSONAL DETAILS

DATE OF BIRTH: 13/06/73
NATIONALITY: BRITISH
STATUS: SINGLE - 3 CHILDREN

EDUCATION

KING EDWARD VI SCHOOL NORWICH
9 GCSE'S 4 A LEVELS

WARWICK UNIVERSITY
BA HONS IN HISTORY OF ART WITH FINE ART AND ITALIAN

EXPERIENCE

2023 - PRESENT: CCO TROUBLE MAKER

2019 - 2023: GLOBAL CCO THE MARKETING STORE

2018 - 2019: CONSULTANT ECD:
OCTOBER – DECEMBER 2018 ODD
JANUARY – FEBRUARY 2019 AMV BBDO
MARCH – APRIL 2019 GEOMETRY

2010 - 2018 IRIS WORLDWIDE - EXECUTIVE CREATIVE DIRECTOR

2008 - 2010 ENGINE GROUP: CREATIVE PARTNER:
PARTNERS ANDREWS ALDRIDGE 2009- 2010
WOO COMMUNICATIONS 2008

2007- 2008 HANDSFORFINGERS: CREATIVE DIRECTOR & FOUNDER

2006-2007 HURRELL AND DAWSON: CREATIVE DIRECTOR

1997 – 2006 CHIME COMMUNICATIONS:
VCCP - CREATIVE DIRECTOR 2005 - 2006
HERESY - CREATIVE DIRECTOR 2001 - 2005
HHCL AND PARTNERS - ART DIRECTOR 1997 - 2001

1996 - 1997 EVANS HUNT SCOTT: ART DIRECTOR

1994 - 1996 MCCANN ERICKSON: ART DIRECTOR

REFERENCE

"I HAVE HAD THE ENORMOUS GOOD FORTUNE OF WORKING WITH ANDY FOR OVER 15 YEARS, DURING WHICH TIME I'VE SEEN HIM IN PRETTY MUCH EVERY PROFESSIONAL SITUATION IMAGINABLE. FROM CREATING MOULD-BREAKING, AWARD-WINNING BRAND WORK TO ROLLING UP HIS SLEEVES AND SORTING OUT LAST MINUTE PROMOTIONAL CAMPAIGNS AND CLIENT PANICS. ANDY IS A CONSUMATE PRO - IT IS IMPOSSIBLE TO FAZE HIM. IN YOUR DARKEST HOURS HE WILL PRODUCE THE GOODS, TIME AND TIME AGAIN. AND MAKE YOU LAUGH OUT LOUD WHILE HE'S DOING IT. CLIENTS LOVE HIM. EVEN THE MOST DIFFICULT AND CURMUDGEONLY MARKETING DIRECTORS ULTIMATELY SUCCUMB TO HIS DUBIOUS CHARMS. HE IS A ONE MAN PITCH WINNING MACHINE. HIS RECORD IS UNMATCHED IN MY EXPERINCE. HE'S ALSO BRILLIANT AT FINDING AND BRINGING ON JUNIOR TALENT. IN FACT, HAVING WRITTEN THIS, I NOW REALISE I HATE HIM, FOR BEING SUCH A HIDEOUSLY TALENTED ALL-ROUNDER. AND FOR DECIDING AFTER 15 LONG YEARS, THAT HE MIGHT PREFER TO DO SOMETHING OTHER THAN MAKING ME LOOK GOOD. SELFISH BASTARD. IF YOU GET THE CHANCE, HIRE HIM. IF ONLY TO PREVENT ME FROM HAVING TO BEG HIM TO COME BACK. AGAIN."

SHAUN MCILRATH, GLOBAL CCO, IRIS WORLDWIDE

AWARDS

ISP AWARDS 2002 – INNOVATION – BRONZE (TEXACO) ISP AWARDS 2002 – CONSUMER AWARENESS – SILVER (TEXACO) DMA 2002 NEW LAUNCHES – GOLD (OCADO) DMA 2002 RETAIL – SILVER (OCADO) 2002 CLIOS - BEST USE OF RICH MEDIA – SILVER (TELEWEST) PRECISION MARKETING 2002 – BEST HOME SHOPPING AND RETAIL – FINALIST (OCADO) PRECISION MARKETING 2002 – DIRECT BRAND OF THE YEAR – FINALIST (OCADO) PRECISION MARKETING 2002 – BEST DIRECT MAIL INITIATIVE – COMMENDED (OCADO) CAMPAIGN DIRECT AWARDS 2003 – MEDIA AND ENTERTAINMENT – FINALIST (SCI-FI CHANNEL) CAMPAIGN DIRECT AWARDS 2003 – RETAIL, HOME SHOPPING, FASHION AND BEAUTY – FINALIST (OCADO) CAMPIGN DIRECT 2004 - RETAIL, HOME SHOPPING, FASHION AND BEAUTY – GOLD (OCADO) IDM BUSINESS PERFORMANCE AWARDS 2003 – COMMENDED (OCADO) CAMPAIGN DIRECT AWARDS 2005 – RETAIL AND HOME SHOPPING – COMMENDED (CARPHONE WAREHOUSE) CAMPAIGN DIRECT AWARDS 2005 – TRAVEL AND LEISURE – COMMENDED (MADAME TUSSAUDS) HOLLIS SPONSORSHIP AWARDS 2008 – GOLD (PADDY POWER) SPORTS INDUSTRY AWARDS 2008 – COMMENDATION (PADDY POWER) AUTUMN 2009 DIRECTORY ENTRY (RFU) CAMPAIGN BIG 2010 - GROCERY & HOUSEHOLD DIRECT FINALIST (KLEENEX) MAA 2014 BEST INTERNATIONAL CAMPAIGN – GOLD (SHELL LEGO) MAA 2014 BEST SHOPPER MARKETING LED CAMPAIGN – GOLD (SHELL LEGO) MAA 2014 BEST CREATIVE SALES PROMOTION – GOLD (J2O) PR WEEKS 2014 BEST INTEGRATED CAMPAIGN - HIGHLY COMMENDED (ROBINSONS SQUASH'D) MAA 2015 BEST SMALL BUDGET - GOLD (DOMINOS) MAA 2015 BEST ADVERTISING - MERIT (ROBINSONS SQUASH'D) MAA 2015 BEST PR - MERIT (ROBINSONS SQUASH'D) SABRE 2015 BEST INTEGRATED CAMPAIGN - GOLD (ROBINSONS SQUASH'D) CIPR 2015 BEST INTEGRATED CAMPAIGN - GOLD (ROBINSONS SQUASH'D) CANNES 2016 MOBILE LIONS SOCIAL TRENDS - SHORTLISTED (DOMINO'S) CANNES 2106 MEDIA LIONS CO-CREATION AND UGC - SHORTLISTED (DOMINO'S) CANNES 2016 FILM - SHORTLISTED (DOMINO'S) MARKETING NEW THINKING AWARDS 2016 STORY TELLING - GOLD (DOMINO'S) MARKETING NEW THINKING AWARDS 2016 BRAND BUILDING - COMMENDATION (DOMINO'S) LIA 2016 TVC HUMOUR - SILVER (DOMINO'S) LIA 2016 RETAIL - BRONZE (DOMINO'S) MAA 2017 BEST IDEA - GOLD (DOMINO'S) MAA 2017 BEST CONTENT - GOLD (PURDEY'S) MAA 2017 CRAFT - COMMENDATION (SPEEDO) CREATIVE CIRCLE 2017 BEST INTEGRATED CAMPAIGN - BRONZE (DOMINOS) MARKETING SOCIETY AWARDS 2017 BRANDED CONTENT - HIGHLY COMMENDED (DOMINO'S) MARKETING SOCIETY AWARDS 2017 LONG TERM MARKETING EXCELLENCE - HIGHLY COMMENDED (DOMINO'S) MARKETING SOCIETY AWARDS 2017 BRAND ACTIVATION - SHORTLIST (DOMINO'S) THE DRUM CONTENT AWARDS 2017 MOST INNOVATIVE USE OF NEW SOCIAL PLATFORMS - GOLD (DOMINO'S) CLIO'S BRONZE 2020 FILM TECHNIQUE (ADIDAS) DMA 2020 GOLD UTILITIES & TELECOMS O2 CAMPAIGN DM AGENCY OF THE YEAR 1997 – EVANS HUNT SCOTT CAMPAIGN AGENCY OF THE DECADE 1990'S - HHCL AND PARTNERS CAMPAIGN DM AGENCY OF THE YEAR 2009 – PAA MAA 2014 AGENCY OF THE YEAR – IRIS WORLDWIDE CAMPAIGN BIG INTEGRATED AGENCY OF THE YEAR 2015 – IRIS WORLDWIDE RAR AGENCY OF THE YEAR 2015 – IRIS WORLDWIDE MAA 2016 AGENCY OF THE YEAR – IRIS WORLDWIDE CREATIVE POOL 2018 AGENCY OF THE YEAR – IRIS WORLDWIDE.
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